Conclusion: Coffee Shop Sales Analysis

The interactive dashboard provides insightful analysis into the sales trends of the coffee shop, highlighting key performance indicators such as total sales, footfall, average bill per person, and order trends. Based on the data visualization:

1. **Total Sales & Footfall:** The coffee shop generated **$698,812.33** in total sales with a **footfall of 149,116** customers.
2. **Order & Bill Trends:** The average bill per person is **$4.69**, and the average number of orders per person is **1.44**, indicating moderate spending behavior.
3. **Peak Order Hours:** The highest number of orders occur during **morning hours (7 AM - 11 AM)**, with a decline in the afternoon and evening.
4. **Category-wise Sales:** Coffee products dominate sales, contributing **39%**, followed by bakery items (28%). Other categories, such as tea and packaged chocolate, contribute minimal revenue.
5. **Order Size Distribution:** The majority of orders fall under **large (30%) and regular (31%)**, while small-sized orders contribute the least (9%).
6. **Store Performance: Hell's Kitchen and Astoria** locations have the highest footfall and revenue, while **Lower Manhattan** records comparatively lower sales.
7. **Top Selling Products: Barista Espresso, Brewed Black Tea, and Hot Chocolate** are among the top revenue-generating products.
8. **Weekday Performance:** Footfall remains consistent across weekdays, with **Friday having the highest number of customers**, while **Saturday sees a decline**.

Recommendations:

1. **Enhance Morning Sales Strategy:** Since peak orders occur in the morning, consider **offering breakfast combos** or special discounts to drive more sales.
2. **Boost Low-Performing Categories:** Tea and packaged chocolates contribute minimally to sales; introduce **new flavors, promotions, or bundle offers** to increase their appeal.
3. **Optimize Store Performance:** The **Lower Manhattan location** has lower sales—consider targeted marketing, loyalty programs, or improving product variety to attract more customers.

4. **Leverage High Footfall on Fridays:** Implement **special weekend offers** to maintain customer engagement and prevent footfall drop on Saturdays.
5. **Encourage Upselling:** Since large and regular-sized orders dominate, train baristas to upsell premium drinks or add-ons to increase revenue per customer.
6. **Seasonal Promotions:** Introduce **limited-time seasonal beverages** (e.g., pumpkin spice lattes, winter hot chocolates) to attract more customers and drive higher seasonal sales.
7. **Improve Customer Experience:** Utilize feedback surveys, personalized recommendations, and loyalty rewards to retain existing customers and attract new ones.

These insights and recommendations will help optimize sales strategies, enhance customer experience, and maximize revenue growth for the coffee shop. 🚀